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The American Negro Reference Book

the most extensive and complete reference book
covering every major aspect of Negro life
in America from Colonial times to the present

AN INVALUABLE SOURCE OF INFORMATION FOR EDUCATORS — BUSINESSMEN — POLITICIANS
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FULL COVERAGE

Twenty-six distinguished authorities in their respective fields survey the American Negro and...

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Dear Sir:

We have just released the biggest, most comprehensive, and authoritative report on the life of the American Negro ever published. So that you can judge its great value to yourself, we invite you to examine it free.

Over 900 pages long, this mammoth volume fills a long-felt need for a complete, up-to-date guide on the economic, cultural and social structure of the Negro community. For the first time, facts and statistics have been pulled together from every available source to build a complete, rounded picture of the subject.

For the first time, the myths and fables about Negro income, Negro home life, Negro cultural achievements and Negro history are dispelled with facts and figures that cannot be disputed.

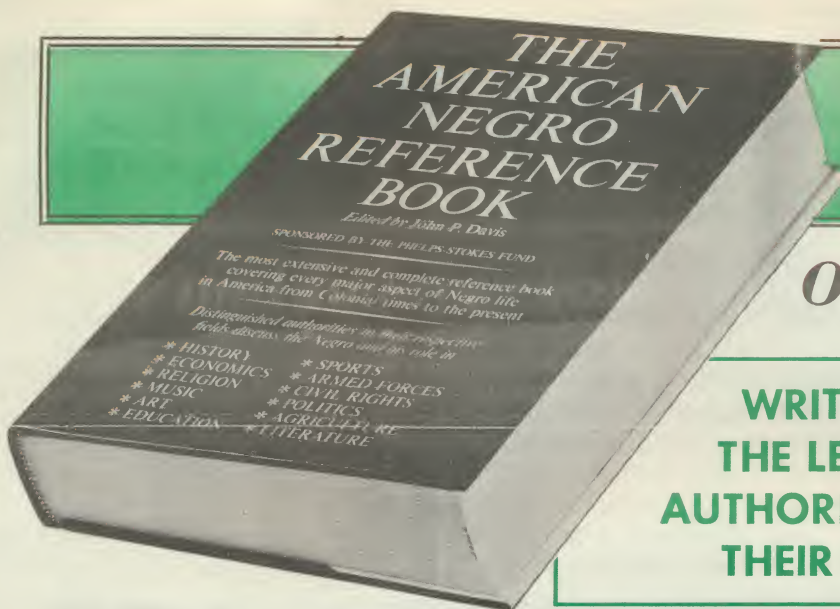
Written by 26 leading authorities in their respective fields, the book as a whole gives you a fully-dimensioned picture of the Negro within the context of past and present American society.

And each individual section is practically a book in itself. For example, in the chapter on population, you find complete vital statistics on the Negro, broken down by age, sex, income level, state, and rural-urban division, revised by 1965 estimates as far as possible.

What's more, a full index with numerous cross-references makes possible the use of this book as a convenient "spot reference" tool to answer specific questions on any aspect of American Negro life at the turn of a page.

Edited by the noted scholar John P. Davis, the book is sponsored by the Phelps-Stokes Fund, a non-profit philanthropic organization which has been actively compiling information on the American Negro since 1911. Much of the material in the book is the result of this 50-year study.

(over, please)



THE AMERICAN

Over 900 pages of facts and

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THE LEADING
AUTHORITIES IN
THEIR FIELDS!

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The Phelps-Stokes Fund, a non-profit philanthropic organization, was established in 1911 under the will of Miss Caroline Phelps Stokes (1854-1909). The Fund for over half a century has concerned itself with problems centering around the education of the Negro in the United States, the Negro in Africa, and the North American Indian. It has also been in the forefront of the effort to abolish slums in New York City.

The Fund is active in a pioneer adult education plan to improve the contributions of Negro businessmen to the economic and civic life of the nation. Its President, Dr. Frederick D. Patterson, works closely with the National Business League, founded by Booker T. Washington in 1900, in efforts to provide Negro businessmen with knowledge of new management techniques, accounting, and public relations.

Throughout its history, office and staff members of the Fund have been men of broad practical experience in education and civic affairs. Through them, the Fund has maintained effective lines of communication with educational and civic leadership at county, state, and national levels. This has created at the Fund a large reservoir of significant information on all aspects of Negro life in America.

A PRICELESS GOLD MINE OF INFORMATION

The AMERICAN NEGRO REFERENCE BOOK is unique. Much of the information it contains has never been published before, much of it has come from rare, out-of-print sources. And even the scores of charts, tables and statistics it is packed with have never been assembled under one cover until now.

FOR THE BUSINESSMAN -- this book pinpoints a vast, untapped market with a buying power of billions of dollars. It tells you what their income is, where they live, what their consumer preferences are. It reveals their occupations, their educational background, and cultural interests. Many companies today are conducting market surveys in this area that cost millions of dollars -- yet they produce only a fraction of the information in this book.

FOR THE POLITICIAN -- this book traces the history of Negro political participation from Colonial times right down to the last election. It gives you charts of voting districts with 5% or more Negro population by states -- special studies of Negro voting behavior and party preference -- a detailed survey of the civil rights movement -- and a vast array of other information that a political leader must have to stay in office.

FOR THE SOCIAL SCIENTIST -- this book is the equivalent of a specialized library in this area. Here is data on population trends, employment patterns, family life, education, religious orientation, service in the armed forces, prejudice patterns, Negro culture and much, much more.

FOR THE LAWYER -- this book gives you a thorough background on the legal status of the Negro, as well as valuable historical and socio-economic information. Whether your Negro clients are plaintiffs or defendants, you'll be able to prepare a much stronger case with this book to help you. Full citations are given for all key civil rights cases mentioned.

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